

REMARKS

Reconsideration of this patent application is respectfully requested in view of the foregoing amendments, and the following remarks.

This will make of record a Telephone Interview on May 2, 2006 and another Telephone Interview on July 17, 2006 between Patent Examiner Michael Bekerman, and the undersigned attorney. The substance of each of these Telephone Interviews is set forth in the Examiner Interview Summary, dated May 24, 2006, and dated July 24, 2006, and in this Amendment.

The amendments to this patent application are as follows.

(1) In claim 41, there is cancellation of the wording "implemented in order to allow change of consequence of providing requested information or advertising information" and replacing it with "programmed with capabilities that change the sequencing of the provided requested information or advertising information."

(2) In the Specification in the paragraph bridging pages 10 and 11 there is cancellation of the sentence "Additionally an advertising information can be input by the user from the keyboard using an input unit (not shown on the figure)."

No new matter has been introduced by this Amendment.

Based upon the above-noted amendment (2) to the Specification, it is believed that the new matter rejection under 35 U.S.C. 132 has now been overcome, and should be withdrawn.

Based upon the above-noted amendment (1) to claim 41, it is believed that the rejection under 35 U.S.C. 112, first paragraph, has now been overcome, and should be withdrawn.

The Applicants comment upon the prior art rejections of the claims as follows.

The present invention is directed to an information system including at least one user's device connected via a connection unit to a memory device for storing information, comprising including into said system a device for generating a set of requested information and advertising information, connected to

the memory device for storing information and to the connection unit, and comprising an entry for inputting the advertising information, and also by including into said system an advertising information memory device, connected to said entry of said device for generating, said device for generating being programmed with capabilities that change the sequencing of the provided requested information or advertising information.

Neither *Gerszberg U.S. Patent No. 6,292,210*, nor *Boylan U.S. Publication No. 2004/0194138* teach or suggest the present invention, as now claimed, especially wherein said device for generating being programmed with capabilities that change the sequencing of the provided requested information or advertising information.

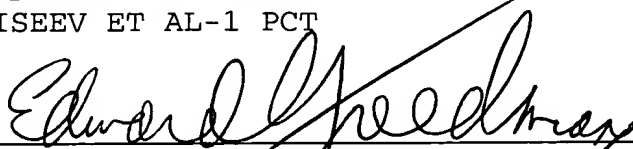
For all these reasons, none of the prior art references provide an identical disclosure of the claimed invention. Hence the present invention is not anticipated under 35 U.S.C. 102. Withdrawal of this ground of rejection is respectfully requested.

For all the reasons set forth above, the present invention, and all the claims, are believed to be patentable under

35 U.S.C. 103 over all the prior art applied by the Patent Examiner. Withdrawal of this ground of rejection is respectfully requested.

A prompt notification of allowability is respectfully requested.

Respectfully submitted,
MOISEEV ET AL-1 PCT

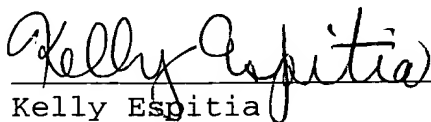


COLLARD & ROE, P.C.
1077 Northern Boulevard
Roslyn, New York 11576
(516) 365-9802
ERF:lgh

Allison C. Collard, Reg. No. 22,532
Edward R. Freedman, Reg. No. 26,048
Frederick J. Dorchak, Reg. No. 29,298
Attorneys for Applicant

Enclosures: Copy of Petition - One Month Extension of Time

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on September 7, 2006.


Kelly Espitia